



A Tribute to Mr. Ratan Tata Sir

Solo Marathon (Barefoot)

By Mr. Narendra Kumar

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Introduction

We are thrilled to announce an extraordinary event that combines endurance, inspiration, and a commitment to social causes: the **Mumbai-to-Delhi Barefoot Solo Marathon**. As a tribute to the unparalleled contributions of **Mr. Ratan Tata, a golden icon of India**, this marathon serves as a call to action for **health awareness and pollution control**, issues critical to our collective future.

We believe your esteemed organization shares these values and invite you to join us as a sponsor for this landmark event, garnering extensive visibility and goodwill.



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About the Event

- **Event Name:** Mumbai-to-Delhi Barefoot Solo Marathon
- **Distance:** 1,400+ kilometers
- **Purpose:**
 - Tribute to **Mr. Ratan Tata a Golden Icon.**
 - Raise awareness about **health and pollution control.**
 - Inspire the nation through perseverance and sustainability.
- **Duration:** Approximately **15 days**, with daily updates and engagement opportunities.
- **Date-** 10th Jan, 2025 to 25th Jan, 2025
- **Target:** 100 km/day for 1,400+ km with strategic physical and mental training.
- **Team Support:**
 - **One van** for logistics and promotion.
 - **One ambulance** for safety and emergency care.
 - A dedicated **team of volunteers and media professionals.**



Sponsorship Opportunities

By partnering with us, your brand will enjoy:

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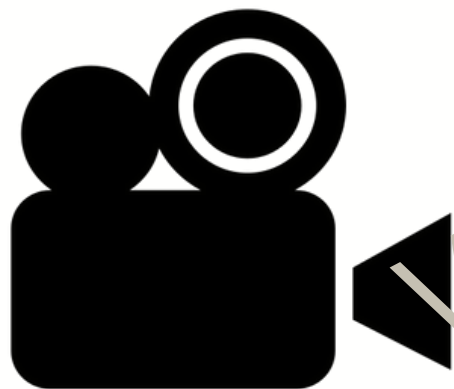
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1. Extensive Brand Visibility:



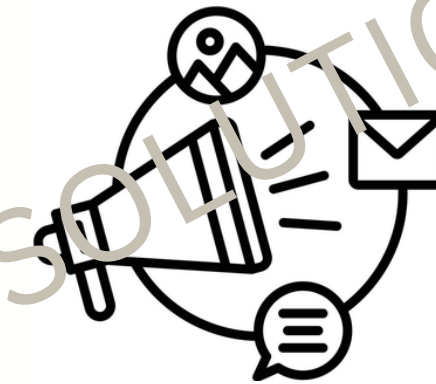
- Logo placement on:
 - T-shirts.
 - Van and ambulance used throughout the journey.
 - Digital screens on Van.

2. Media Coverage



- Partnerships with local and national media outlets for event coverage.
- Opportunities for press releases, interviews, and features highlighting your brand.

3. Customized PR Activities:



- Live promotions of your products at key locations.
- Brand representation in marathon storytelling videos.

4. Corporate Social Responsibility (CSR) Impact:



- Align your brand with meaningful causes, enhancing your CSR portfolio.
- Inspire trust and loyalty by supporting initiatives for health and environmental awareness.

Benefits of Sponsorship

Your sponsorship will directly contribute to:

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- The operational success of the marathon (logistics, safety, and event management).
- Creating a legacy of impact through health and environmental advocacy.
- Building a strong association with a high-impact, socially relevant event.

Enhanced Brand Visibility

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1. Pan-India Reach:

- Visibility across major cities from Mumbai to Delhi with local media and public engagement.

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2. Customized Branding Opportunities:

- Product placement during the marathon journey.
- Exclusive logo presence on merchandise, vehicles, and digital platforms.

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3. Digital Amplification:

- Social media campaigns featuring the sponsor's products/services.
- Real-time content (photos, videos, and stories) tagged with sponsor handles.

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4. Media Exposure

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1. National and Local Media Coverage:

- Features in newspaper, TV, and online media.
- Mention in event-related press releases and interviews.

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2. Influencer Collaboration:

- Association with prominent athletes, influencers, and public figures who amplify brand messaging.



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5. Audience Engagement

1. Targeted Outreach:

- Direct engagement with health-conscious and socially aware audiences.
- Opportunity to showcase products through live demos or trials.

2. Interactive Activities:

- Branded giveaways, contests, and sampling opportunities at event stops.

6. CSR and Reputation Enhancement

1. Alignment with Social Causes:

- Strengthen corporate image by supporting health awareness and pollution control initiatives.
- Gain recognition as a socially responsible organization.

2. Community Impact:

- Association with a campaign that inspires health-conscious behavior and sustainability.

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7. Networking Opportunities

1. Stakeholder Access:

- Connect with government officials, NGOs, and business leaders at key event stops.

2. Collaborative Platforms:

- Opportunities to co-brand and form partnerships with other sponsors.

8. Post-Event Recognition

1. Brand Integration in Event Documentation:

- Inclusion in marathon highlight videos, success stories, and post-event reports.

2. Acknowledgments:

- Public mentions and gratitude expressed on social media and during wrap-up ceremonies.

9. Long-Term Marketing Opportunities

1. Evergreen Content:

- Footage and photos from the event can be used in future marketing campaigns.

2. Customer Loyalty:

- Positive association with a meaningful event builds long-term trust and loyalty.



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10. Global Appeal

1. Potential for International Coverage:

- Media interest in the unique barefoot marathon concept and its tribute to an iconic figure like Mr. Ratan Tata.

2. Cross-Border Brand Presence:

- Appeal to Indian diaspora and global health/environment advocates.

11. Tailored Branding Benefits

1. Product Exclusivity:

- Ensure your product/service remains the sole representative in its category for the event.

2. Data Insights:

- Access to insights from social media analytics, attendee demographics, and engagement metrics post-event.
- These additional benefits position sponsorship as a strategic investment, not just an expense.

Partnership Packages

We offer multiple sponsorship tiers to suit your business objectives, ranging from **Title Sponsor** to **Associate Sponsor**. Custom packages can also be tailored to maximize your brand's visibility and engagement.



Sponsorship Payment Structure



- 35% before the event starts.
- 35% on the event day.
- 30% after event completion.

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Runner's Background

- **Runner Details:**

- 43 years old, ex-Defense personnel with 15+ years of barefoot running.
- Runs 20-25 km daily for physical and mental fitness.
- Currently mentoring NDA aspirants in Mumbai.
- Practised for this even from last 6 months



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Planning for Marathon

- Strategies for 100km Daily Target
- Maintain a conversational pace; alternate running/walking to avoid fatigue.
- Prioritize routes with minimal elevations.
- Regular hydration, electrolytes, and balanced pre/post-run meals.
- Use anti-chafing gear, ice baths, and regular massages for recovery.
- Divide 100 km into smaller, manageable segments for mental ease.
- Focus on rest and sleep for body recovery and endurance.



Route

1. MAHARASHTRA

1. Start at Gateway of India, Mumbai
2. Head north on Mumbai-Thane Highway (NH 48)
3. Pass through:
 - Chembur
 - Thane City
 - Kalyan
 - Ambernath
4. End at Ambernath
- * Thane to Nashik*
5. Start at Ambernath
6. Head north on Nashik Highway (NH 48)
7. Pass through:
 - Igatpuri
 - Nashik City
8. End at Nashik City
- * Nashik to Dhule*
9. Start at Nashik City
10. Head north on Nashik-Dhule Highway (NH 8)
11. Pass through:
 - Malegaon
 - Dhule City
12. End at Dhule City

2. MADHYA PRADESH

- Dhule to Indore*
13. Start at Dhule City
 14. Head north on Dhule-Indore Highway (NH 8)
 15. Pass through:
 - Barwah
 - Indore City
 16. End at Indore City
 - * Indore to Ujjain*
 17. Start at Indore City
 18. Head north on Indore-Ujjain Highway (NH 8)
 19. Pass through:
 - Nanakheda
 - Ujjain City
 20. End at Ujjain City
 - * Ujjain to Ratlam*
 21. Start at Ujjain City
 22. Head north on Ujjain-Ratlam Highway (NH 79)
 23. Pass through:
 - Farana
 - Ratlam City
 24. End at Ratlam City

3. RAJASTHAN

- Ratlam to Mandsaur*
25. Start at Ratlam City
 26. Head north on Ratlam-Mandsaur Highway (NH 79)
 27. Pass through:
 - Jaora
 - Mandsaur City
 28. End at Mandsaur City
 - * Mandsaur to Neemuch*
 29. Start at Mandsaur City
 30. Head north on Mandsaur-Neemuch Highway (NH 79)
 31. Pass through:
 - Pipriya Mandi
 - Neemuch City
 32. End at Neemuch City

4. MADHYA PRADESH

- Neemuch to Gwalior*
33. Start at Neemuch City
 34. Head north on NH 79 toward Jirapur
 35. Continue straight for 50 km
 36. Arrive at Shajapur
 - * Shajapur to Guna*
 37. Start at Shajapur
 38. Head north on NH 46 toward Ruthiyai
 39. Turn right at Ruthiyai
 40. Continue straight for 50 km
 41. Arrive at Guna City
 - * Guna to Morena*
 42. Start at Guna City
 43. Head north on NH 46 toward Ashoknagar
 44. Turn left at Ashoknagar
 45. Continue straight for 50 km
 46. Arrive at Morena City
 - * Morena to Dholpur*
 47. Start at Morena City
 48. Head north on NH 3 toward Sabalgarh
 49. Turn right at Sabalgarh
 50. Continue straight for 50 km
 51. Arrive at Dholpur City

5. UTTAR PRADESH

- Dholpur to Agra*
52. Start at Dholpur City
 53. Head north on NH 3 toward Rajakhera
 54. Turn left at Rajakhera
 55. Continue straight for 50 km
 56. Arrive at Agra City
 - * Agra to Mathura*
 57. Start at Agra City
 58. Head north on NH 2 toward Fatehabad
 59. Turn right at Fatehabad
 60. Continue straight for 50 km
 61. Arrive at Mathura City
 - * Mathura to New Delhi*
 62. Start at Mathura City
 63. Head north on NH 2 toward Faridabad
 64. Turn left at Faridabad
 65. Continue straight for 50 km
 66. Arrive at India Gate, New Delhi



Why Join Us as a Sponsor?

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1. Unique and Inspirational Event



- A one-of-a-kind barefoot solo marathon, covering 1,400+ km from Mumbai to Delhi.
- A tribute to Mr. Ratan Tata, a symbol of resilience and inspiration for millions.
- Promotes essential causes like health awareness and pollution control, aligning with global sustainability efforts.

2. Association with a Noble Cause



- Highlight your company's Corporate Social Responsibility (CSR) efforts.
- Support initiatives that promote physical health, environmental sustainability, and community well-being.
- Strengthen your brand image as a socially responsible and progressive organization.

3. Extensive Audience Engagement



- Direct interaction with health-conscious, socially aware individuals, and local communities.
- Opportunities for product trials, giveaways, and interactive activities during marathon stops.
- Leverage the event to build trust and loyalty among your target audience.

5. Partnership with a Visionary Initiative



- Align with a project that celebrates perseverance, innovation, and community values.
- Participate in an event that sets benchmarks for future endurance and awareness campaigns.
- Contribute to a movement that goes beyond marketing, leaving a lasting impact.

Why Join Us as a Sponsor?

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5. Media and PR Opportunities



- **Extensive Media Coverage:**

Collaborations with local and national press for interviews, event features, and updates.

- **Positive Publicity:**

Gain recognition in news stories, event highlights, and influencer posts.

- **Post-Event Content:**

Utilize event photos, videos, and testimonials for future marketing campaigns.

6. 1. Return on Investment (ROI)



- Enhanced brand perception through association with a high-impact event.

- Improved customer loyalty as audiences resonate with your commitment to meaningful causes.

- Quantifiable exposure through analytics, media reach, and post-event reports.

By sponsoring this marathon, your organization gains a platform to showcase its values, connect with a wide audience, and make a meaningful difference. Join us and be part of this historic journey!

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Thank you

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